

The City of Seattle – Legislative Department

Clerk File sponsored by: _____

Clerk File No. 310082

Seattle Department of Parks and Recreation
response to 2009 Statement of Legislative
Intent (SLI) No. 116-1-A: Increasing Healthy
Foods in Park Facilities and Programs.

Related Legislation File: _____

Date Introduced and Referred:	To: (committee):
Date Re-referred:	To: (committee):
Date Re-referred:	To: (committee):
Date of Final Action:	Disposition: Filed

July 6, 2009
Date Filed with City Clerk
Emilia M. Sanchez
By

Committee Action:

Date	Recommendation	Vote

This file is complete and ready for presentation to Full Council. _____

Full Council Action:

Date	Decision	Vote



City of Seattle
Seattle City Council

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CITY OF SEATTLE
09 JUL -6 PM 12:41
CITY CLERK

MEMORANDUM

Date: July 2, 2009

To: Judith Pippin, City Clerk

From: Patricia Lee, Council Central Staff

Re: Request to Create Clerk File – Response to 2009 Council Statement of Legislative Intent

Title of Clerk File: Seattle Department of Parks and Recreation Response to 2009 Statement of Legislative Intent (SLI) No. 116-1-A: Increasing Healthy Foods in Parks Facilities and Programs

Please cross-reference: Resolution No. 31115 (2009 SLI Adoption Resolution)
Ordinance No. 122863 (2009 Budget Adoption Ordinance)
Clerk File No. 309612 (2009 Adopted Budget)

Please create a Clerk File for the DPR response, and related documents/memoranda, to 2009 Council SLI No. 116-1-A.

I am providing hard and electronic copies of all materials related to this SLI.

Attachments – Clerk File Table of Contents:

Item	Title	File Name
1	DPR Response to SLI No. 116-1-A	SLI Response Memo.doc
2	2009 Statement of Legislative Intent 116-1-A	Requesting DPR to increase healthy foods in parks facilities and programs.

2009 - 2010 City Council Budget Action (SLI)

Review/Draft

Tab	Action	Option	Version
116	1	A	1

Budget Action Title: Increase Healthy Foods in DPR Facilities and Programs

Councilmembers: Burgess; Clark; Conlin; Godden; Licata
Staff Analyst: Patricia Lee

Budget Committee Vote:

Date		Total	TB	SC	RC	JD	JG	BH	NL	RM	TR
	Yes										
	No										
	Abstain										
	Absent										

Statement of Legislative Intent:

Resolution 31019, adopted by the City Council in 2008, establishes goals, creates a policy framework, and identifies planning, analysis and actions to strengthen Seattle's food system sustainability and security. The adopted goals include: increasing access for all of Seattle's residents to healthy and local foods, and supporting procurement policies that favor local and regional food sourcing.

The Department of Parks and Recreation (DPR) operates 27 community centers and ten swimming pools. DPR offers, or contracts with other providers, to provide many classes, programs and community events at the community centers and pools. In addition, these facilities are used for unscheduled drop in recreation. Food is provided at the community centers and swimming pools in vending machines, and at programs, classes and community events DPR provides, hosts or contracts for such as before and after school programs.

Healthy food choices and good nutrition are recognized effective strategies in preventing and addressing the growing problem of hunger and obesity in children and young adults. "Children and youth eat healthy snacks and meals in after-school programs" is one of the ten goals identified in the Childrens Alliance's End Childhood Hunger Initiative.

Council requests that DPR:

- Review the food DPR, or its contracted providers, offers or provides in: 1) vending machines at community centers and swimming pools, 2) in programs offered by DPR or contracted providers at DPR facilities, especially youth programs such as before and after school programs, and 3) at community events at DPR's community centers and swimming pools.
- Explore and evaluate with DPR's contracted providers, strategies to increase the amount of healthy food and healthy food choices that are provided through the facilities and programs described in the preceding item a.
- Develop recommendations on ways DPR and its contracted providers can provide more healthy food and healthy food choices through the facilities and programs described in the preceding item a.
- Provide a written report to Council's Culture Civil Rights, Health and Personnel Committee by June 30, 2009 outlining the information DPR has compiled, the strategies identified and recommendations on increasing healthy food and healthy food choices through the facilities

<i>Tab</i>	<i>Action</i>	<i>Option</i>	<i>Version</i>
116	1	A	1

and programs described in the preceding item a. The written report should also include a cost analysis of any changes in procurement costs.

Responsible Council Committee(s): Culture, Civil Rights, Health, and Personnel

Date Due to Council: June 30, 2009



BRIEFING MEMO

DATE: June 30, 2009

TO: Tim Burgess, Councilmember
Sally Clark, Councilmember
Richard Conlin, Councilmember
Jean Godden, Councilmember
Nick Licata, Councilmember

CC: Tom Rasmussen, Councilmember
Jan Drago, Councilmember
Richard McIver, Councilmember
Bruce Harrell, Councilmember

FROM: Tim Gallagher, Superintendent, Seattle Parks and Recreation

Subject: SLI 116-1-A-1 Increase Healthy Foods in Parks Facilities and Programs

The purpose of this paper is to update the City Council on Seattle Parks and Recreation's Healthy Parks, Healthy You Initiative, including Parks' efforts to offer healthy food choices to the public and to staff. This is as requested in Statement of Legislative Intent #116-1-A-1.

Resolution 31019, adopted by the City Council in 2008, establishes goals, creates a policy framework, and identifies planning, analysis and actions to strengthen Seattle's food system sustainability and security. The adopted goals include: increasing access for all of Seattle's residents to healthy and local foods, and supporting procurement policies that favor local and regional food sourcing.

Council requests that Seattle Department of Parks and Recreation (DPR):

- a. Review the food DPR, or its contracted providers, offers or provides in:*
 - 1) Vending machines at community centers and swimming pools,*
 - 2) In programs offered by DPR or contracted providers at DPR facilities, especially youth programs such as before and after school programs, and*
 - 3) At community events at DPR's community centers and swimming pools.*
- b. Explore and evaluate with DPR contracted providers, strategies to increase the amount of healthy food and healthy food choices that are provided through the facilities and programs described in the preceding item a.*

- c. *Develop recommendations on ways DPR and its contracted providers can provide more healthy food and healthy food choices through the facilities and programs described in the preceding item a.*
- d. *Provide a written report to Council's Culture, Civil Rights, Health and Personnel Committee by June 30, 2009 outlining the information Parks has compiled, the strategies identified and recommendations on increasing healthy food and healthy food choices through the facilities and programs described in the preceding item a. The written report should also include a cost analysis of any changes in procurement costs.*

Background

Seattle Parks and Recreation has taken a leadership role in ensuring children and families have nutritious food choices that promote health, reduce the incidence of obesity and certain diseases, and promote wellness.

Our efforts are multi-pronged, including: 1) managing selections in our vending machines; 2) engaging children and teens in our programs in decision making about healthy food choices; 3) offering training and special events for employees and the public that support healthy choices; and 4) expanding community gardening efforts and education.

Some of these activities are part of our Healthy Parks, Healthy You Initiative. Others were initiated after the adoption of our new Strategic Action Plan. Our efforts to provide healthy foods to the community should be viewed with these two items in mind.

Healthy Parks, Healthy You

The goal of Healthy Parks, Healthy You (HPHY) is to create a paradigm shift toward making choices that promote health and wellness.

Public parks and recreation agencies have a long history of helping promote the physical and environmental health of the communities they serve. Today, across the country, health issues such as rising obesity rates and increased chronic disease, including childhood diabetes, are threatening the well-being of our communities. In response, Seattle Parks, in partnership with a variety of public, for profit and nonprofit agencies, is engaging in efforts to promote healthy lifestyles and more livable communities for children, youth and adults of all ages. We have developed activities and enhanced existing programming to encourage and support safe and fun physical activity, use of outdoor spaces for active recreation, and healthy eating habits.

We kicked off the initiative with our first HPHY event in August 2008 at Green Lake Park. Thousands of Seattleites took part in the 5K fun run, a demo stage showcasing programs that we offer throughout the city, more than 50 stations demonstrating Parks-offered activities provided by staff and community partners, and a good time for all. In addition, we held community health fairs at Delridge and Rainier community centers.

Recreation staff has worked closely with our Associated Recreation Council (ARC), community organizations, public entities, nonprofits, and other partners to engage and energize around the initiative, ensuring that all voices are heard. Cultural sensitivity is paramount to the success of this project, and by engaging the community and including them in the overall planning process we have developed a varied list of partners who together will help lead Seattle to healthier lives for all.

While the initiative includes many approaches to promoting health and wellness, one of them is nutrition. It includes the following goals:

- Incorporating better nutrition and nutritional information into existing programs (child care, teen and late night)
- Ensuring vending machines provide healthy alternatives
- Providing community kitchens that provide opportunities to teach and learn healthy cooking
- Promoting community gardens, which are based near community centers, are supported by children and teens, and provide food for their programs
- Supporting farmers markets where possible by partnering with organizations to provide space in appropriate Parks
- Adopting healthy meeting criteria (provided by Washington State Department of Health)

In 2009, we have expanded the program to focus primarily on offering site-based events that promote wellness. Community center staff continually look for ways to implement the new HPHY Initiative into their offerings. Meadowbrook Community Center in collaboration with Lake City Community Center, Public Health-Seattle/King County, Helpline Food Bank, and Feet First offered a Northeast Healthy Lifestyles Event in June 2009. The event offered a walk (using the maps and survey developed by Feet First) and a cooking demonstration at the Lake City Community Center, in conjunction with the Helpline Food Bank food distribution in Lake City.

Strategic Action Plan (SAP)

In September of last year, Parks completed a six-year Strategic Action Plan with input from a variety of stakeholders. The plan outlines an action-oriented work program to guide Parks over the next five years.

Goal 2, "Provide Recreation and Learning Opportunities," directs Parks to "provide recreation opportunities for individuals and families that support physical fitness and health," including encouraging healthy lifestyles; increasing opportunities for pedestrian and bicycle safety; encouraging and creating opportunities for healthy eating choices; including in the Code of Conduct a ban on smoking in parks; increasing youth/teen/senior participation; and increasing opportunities for people with disabilities to use our parks and participate in our programs.

In 2009, Parks is implementing the following items from the Strategic Action Plan:

1. Vending Machines

Our current contract with our vending machine provider, Summit Vending, runs through September 2010 and requires the vendor to provide 67% of food and beverage options in the vending machines to be healthy.

The current contract requires Summit to meet the minimum healthy foods standards set by The Children's Alliance, a statewide advocacy group whose mission it is to improve the well being of all children by effecting positive changes in public policies, priorities, and programs.

- Fat – No more than 30% of total calories from fat
- Saturated Fat – No more than 10% of the calories from saturated fat
- Sugar – No more than 35% by weight; except for fresh, dried or canned fruits and vegetables
- Juices – At least 50% fruit juice with no added sweeteners
- Milk – Low fat or non-fat milk
- Sports Drinks – no more than 42 grams of sugar per 20 ounce bottle

Last year Parks staff, with assistance from Public Health-Seattle/King County and Lifelong Recreation Title V staff, assessed products offered in vending machines in Parks facilities and discovered that these requirements were not being met. Parks directed the vendor to comply with the contract agreements, and since then, Summit has been in compliance. We continue to monitor the healthy products offered.

This year, Parks and Summit partnered on a project to offer 100% healthy foods at selected community centers. In mid-March, Northgate Community Center became the first Parks facility to offer 100% healthy food and beverage options in their vending machine. The machine has been in high use, and Summit reports revenues are equal to, or higher than, machines that are not 100% healthy. Both Meadowbrook and South Park community centers will make the switch to 100% healthy food vending machines in June.

Parks, in collaboration with Public Health-Seattle/King County, is working to define healthier foods and set higher standards for the vending machines by 2011. When these standards are defined, we will work to implement them with our vending machine contractor. When we re-negotiate our contract with Summit, this will be a part of our new requirements. If Summit is not able to meet these requirements, we will advertise for another vendor. These standards are consistent with local school districts, and other organizations that have changed their healthy food policies to put families' health first.

To make this change to healthy foods in vending machines, Parks will:

- Work with Public Health-Seattle/King County to identify best practices and research from other states to guide our efforts and use the lessons learned from others who have taken this healthy step.

- Work with Public Health-Seattle/King County to come up with new standards for healthy food and beverage options that are above and beyond those set in the vending agreement and can be a recognized model standard for the HPHY Initiative.
- Institute an educational campaign and appropriate messaging to help the community and Parks staff to understand why the changes are being made.
- Include the community and Parks staff in decisions about what will be offered in the context of healthy choices.
- Engage the media, and our own public relations tools, to highlight department's efforts.
- Establish an education plan and materials to include talking points and facts to help Parks staff share the healthy options plan with the community.

As we unroll this program, we are working with Summit to ensure a mix of healthy snack items that are both appealing to consumers and financially viable for the vendor. We are seeing more healthy foods being introduced by multiple vendors, which help make costs more reasonable.

2. Food offered in Parks programs and events

School-age Care

ARC has made the following policy changes that require healthy snacks served to youth in the School-age Care programs:

- Menus meet and exceed minimum Department of Early Learning licensing standards.
- Menus are reviewed monthly to ensure snacks are usually served with water, that juice is limited to once a week, and that they always include one vegetable or a fresh fruit and a protein.
- ARC offers training on nutrition and menu planning annually to all staff.

Late Night Program for teens

The Late Night program for teens has changed the nutritional focus of the snacks they offer to healthier options. Public Health and Lifelong Recreation are consulting with the staff to develop a protocol and systems for healthier food. The teens are now involved in the planning, preparing, and serving of the food. The focus is on preparing and serving whole fresh food, instead of processed food. The Late Night teens are learning about nutritious foods and healthy food choices. The fast food (primarily pizza) purchased as part of the Late Night menu is being drastically reduced.

Lifelong Recreation for seniors

Rainier Community Center and Lifelong Recreation are active participants in the Healthy and Active Rainier Valley Coalition, where participants promote and increase fitness and nutrition opportunities for individuals and service providers in the Rainier Valley community.

Lifelong Recreation, in partnership with community centers and senior service providers,

offers four Food and Fitness Programs that provide the opportunity for ethnic elders to congregate and celebrate their culture and language. Each day provides a healthy lunch, social, educational and fitness programs. The Food and Fitness Programs are offered at Miller Community Center for the Korean community, Garfield Community Center for the Vietnamese community, Southwest Community Center for Samoan community, and Rainier Community Center for the Somali community.

Community Kitchens

Parks' community centers in cooperation with the health department, grocery stores and community volunteers offer Community Kitchen programs for the community to cook meals together and then take home meals to eat with their family or freeze for a later date.

The focus is on families, low income individuals, seniors and teens. By cooking together, it saves money, participants learn new healthy recipes, and there is community building. The program currently costs \$20-25 and participants take home food enough for about 10 meals. Efforts are being made to get food donated. The health department has grants available for program startup, and we are seeking other sponsors to help lower costs. A community coalition has been formed to develop a website and to promote, coordinate and share best practices.

Community Gardening

In 2009, we have 11 community centers with either on-site or close-by gardens. We have two additional gardens starting in the fall. Our goal is to have all 27 community centers with either a garden plot or container gardens in 2010. The gardens are for the use of the specific program in charge of the garden (childcare, teen program, etc.). See Attachment 1 for a full list of all sites.

These gardens are supported by volunteers, a few of whom are Washington State University King County Extension Master Gardeners, as well as Parks resource gardeners who provide support through both advice and works. Parks' Environmental Coordinator has been crucial in the organizing this effort. At participating centers, gardening opportunities are offered as part of the regular community center programs provided by recreation staff.

Public Health-Seattle/King County has applied for a United States Department of Agriculture Community Food Project grant, which will include a program to bring free, accessible and culturally appropriate garden education to residents of all ages in Southeast Seattle. Seattle Parks and Recreation will be one of the partners in the grant program, if it is funded. These efforts will build a vibrant and healthy community by providing hands-on educational opportunities for low-income families to learn how to grow food successfully in varied urban settings.

This program will deliver garden education to existing community centers and programs in Rainier Valley. Garden classes and programs for adults, teens, and children will be offered at

the Rainier, Rainier Beach and Van Asselt community centers. For adults we will offer classes that are culturally appropriate for the participants, utilizing native speakers or language interpreters as needed. We engage the teens from the teen program year round to learn about gardening and also assist with the young ones. We will offer gardening curriculum as part of the School-age Care programs.

As part of our downtown summer programming, we have partnered with Seattle Tilth to offer container gardening classes and composting education for condominium and apartment dwellers. This year, we will offer 15 courses at five downtown parks, including Victor Steinbrueck, Freeway, Occidental, Cascade Playground and Belltown Cottage parks.

Public meetings

At all Parks-sponsored public meetings and events, we now offer an array of healthy food choices. In general, we have found that preparing healthy foods for a program, meeting, or event actually cost less than buying prepared food because we can buy items in bulk.

Next Steps

The Healthy Parks, Healthy You Committee will continue to work with the department's web designer to update the Healthy Parks, Healthy You website to make it easier to navigate. The new, improved website will include information on: health and wellness events; Children's Outdoor Bill of Rights; community gardens; the Healthy Parks, Healthy You Initiative; updates on the action items the Healthy Parks, Healthy You Committee is working on; the School-age Care program's nutrition policy; and activities and programs for department staff. The site will also include: healthy recipes and links to our partner's websites that provide health and wellness information.

Finally, the department will develop a food policy establishing a framework for the types of foods we will provide in our vending machines, at meetings, at trainings, and at city-sponsored events.